Military Health System

The use of Web 2.0 and Social Media as Value-Added Programs that Benefit the MHS and Deployment Health

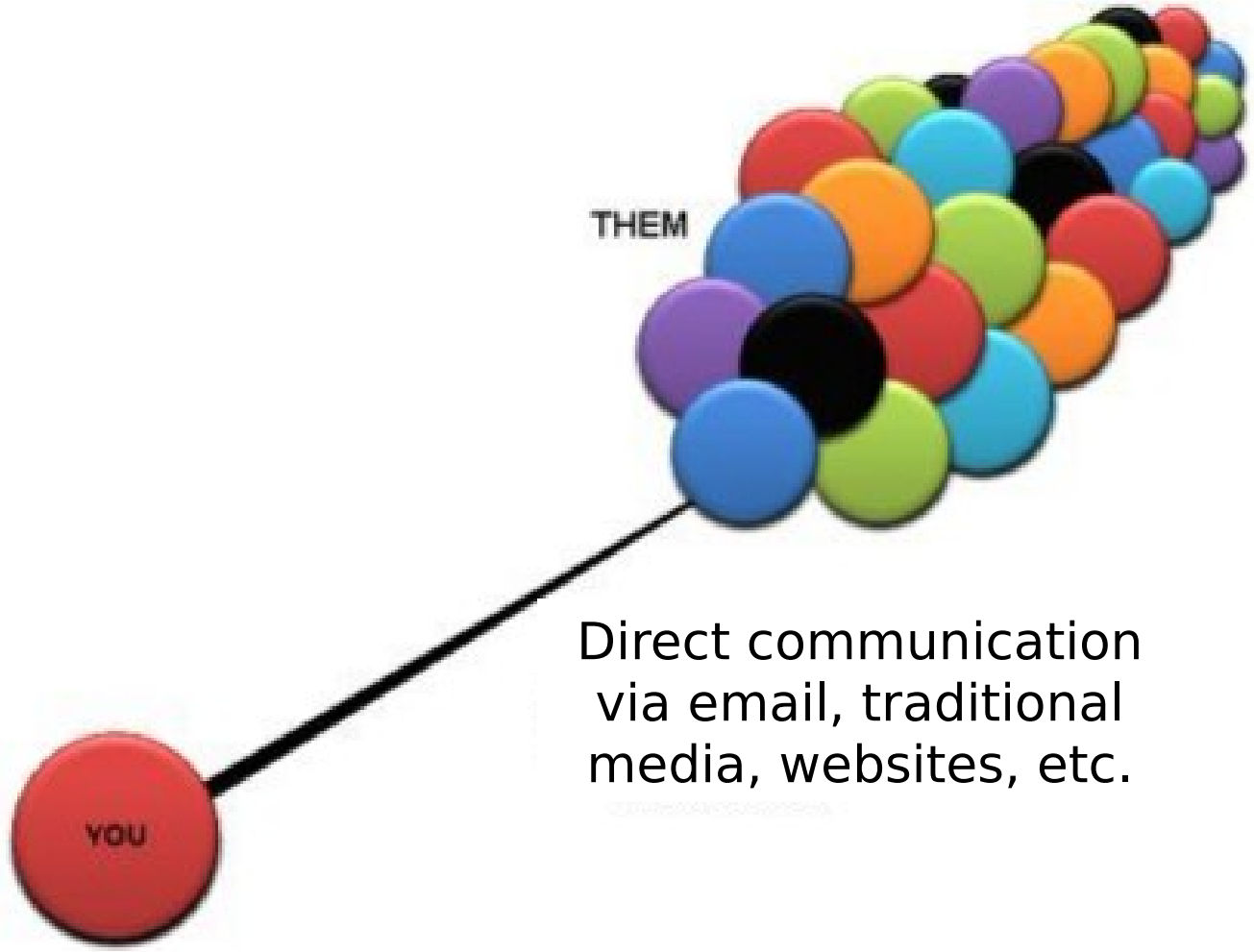
MILITARY HEALTH SYSTEM (MHS)
Office of Health Affairs

Today's social media roadmap

- Traditional media vs. social media
- Web 1.0 vs. Web 2.0
- Social media principles
- Social media benefits
- Social media tools
- Social media at MHS
- Resources

Traditional communications channels

Traditional communication between an organization and you



Direct communication via email, traditional media, websites, etc.

Web 1.0 vs Web 2.0

FredCavazza.net

vimeo
skobsta
Zimbra
eskobo
Trumba
Blogniscient
Tailrank
TagWorld
FireAnt
standpoint
YEDDA
SHOUTWIRE
gOFFICE
Social
blogbeat
wink
gumroo
FeedTier
PODZINGER
flickr
Ning
Cookies
FeedBurner
Bloglines
Yub.com
Gcast
ajchat
looklater
Noodly
jambo
ClipShack
ROLLYO
box
Jots
writely
Simpy
Gtalkr
pegasus
SQUIDOO
pictureCloud
TRUVEO
eggSurf
Clipfire
Lexxe
PXNB
Technorati
ShoZu
magnolia
feedmarker
askeet!
MusicSearch
Spin
messenger
Megite
Coca-Cola
ScoopGO!
ICEROCKET
EchoSign
XmailHardDrive
LinkedIn
skype
talk
ups
gliffy
VISA
IBM
Windows Live
wal-mart
chuquet.
kojeet
Squeet
BLOGENTICS.org
ourmedia
AlmondRocks
Megite

Social media principles

transparency

participatory

collaborative

authenticity

honesty

sharing

creation

community

MILITARY HEALTH SYSTEM (MHS)

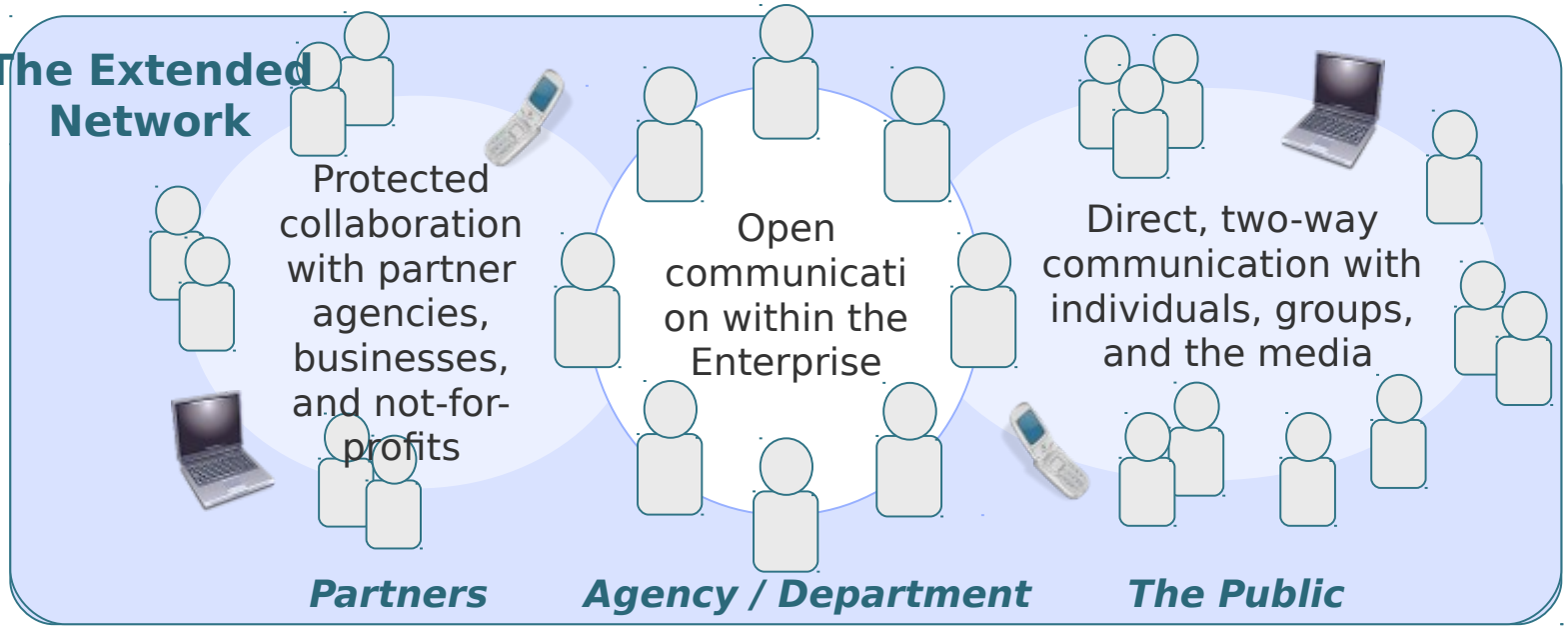
Social media refers not just to applications like blogs and wikis, but to what those applications enable – virtual, social interactions

Traditional Media	Social Media
Audience	People
Edit then publish	Publish then edit
One to Many	Many to Many
Final products	Modularity
Web as Information	Participatory Web
Website = Product	Website = Service
Centralization	Decentralization
Copyright	Open Source
Front page of New York Times	Front page of Digg
Encyclopedia	Wikipedia
Mass Media	My Media

Social media tools facilitate collaboration and connection among users through internet technologies

- Technology serves as the conduit to facilitate interaction among individuals and groups

- Social media facilitates communication through open platforms rather than restricted channels


The Extended Network
Protected collaboration with partner agencies, businesses, and not-for-profits
Open communicati on within the Enterprise
Direct, two-way communication with individuals, groups, and the media
Partners
Agency / Department
The Public

Now, more than ever, the administration is calling for openness and transparency through the use of social media

"Public engagement enhances the Government's effectiveness and improves the quality of its decisions …"

"Transparency promotes accountability and provides information for citizens about what their Government is doing…"

"My Administration will take appropriate action, consistent with law and policy, to disclose information rapidly in forms that the public can readily find and use…."

"Executive departments and agencies should harness new technologies to put information about their operations and decisions online and readily available to the public…"

From President Obama's White House Memo on Transparency and Open Government

"Stakeholders are persons, groups, or organizations who are interested in or are affected by an action, policy, program, or initiative"

MHS social media goals

Goal 1: Implement emerging media tools throughout the Military Health System to better inform and connect with stakeholders about military health issues (external)

Goal 2: Cultivate a culture of transparent, authentic communication throughout the ranks of the Military Health System (internal)

Blogs are the most well-known and easily used tools of all the Web 2.0 tools

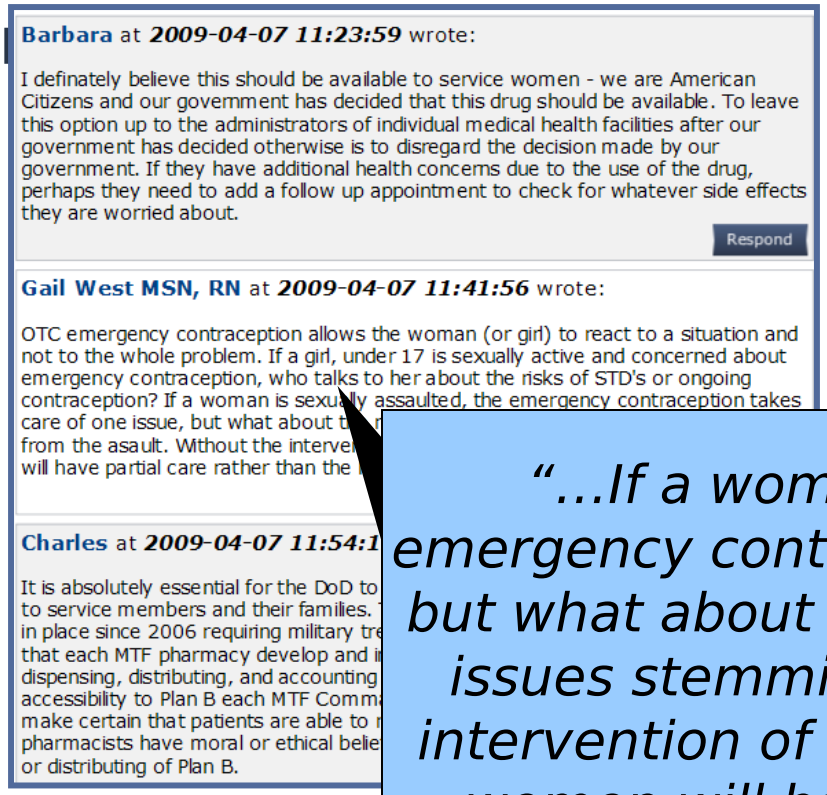
- A blog is a direct, unmediated conversation between one person or group and the public
  - More than 133 million blogs* exist
  - Twenty-two percent of the top 100 news sites are blogs

- Before jumping in to the blogosphere:
  - Define your purpose
  - Develop a strategy
  - Find out what other bloggers are saying
  - Choose your blogger carefully
  - Manage expectations
  - Have fun

Blogging Do's	Blogging Don'ts
Write how you talk and be conversational	Send every post through the approval chain
Tell a story	Post your press releases
Write your own blog	Have your PR/PAO ghostwrite
Be honest	Ignore controversy
Write in first person	Write in third person
Post often	Get discouraged
Have a thick skin	Disable or filter comments

*[source: Technorati, Feb, 2009]

Healthy Debates is used to garner honest, open and constructive feedback from stakeholders about a specific



Barbara at ***2009-04-07 11:23:59*** wrote:

I definately believe this should be available to service women - we are American Citizens and our government has decided that this drug should be available. To leave this option up to the administrators of individual medical health facilities after our government has decided otherwise is to disregard the decision made by our government. If they have additional health concerns due to the use of the drug, perhaps they need to add a follow up appointment to check for whatever side effects they are worried about.

Respond

Gail West MSN, RN at ***2009-04-07 11:41:56*** wrote:

OTC emergency contraception allows the woman (or girl) to react to a situation and not to the whole problem. If a girl, under 17 is sexually active and concerned about emergency contraception, who talks to her about the risks of STD's or ongoing contraception? If a woman is sexu assaulted, the emergency contraception takes care of one issue, but what about t from the asault. Without the interve will have partial care rather than the

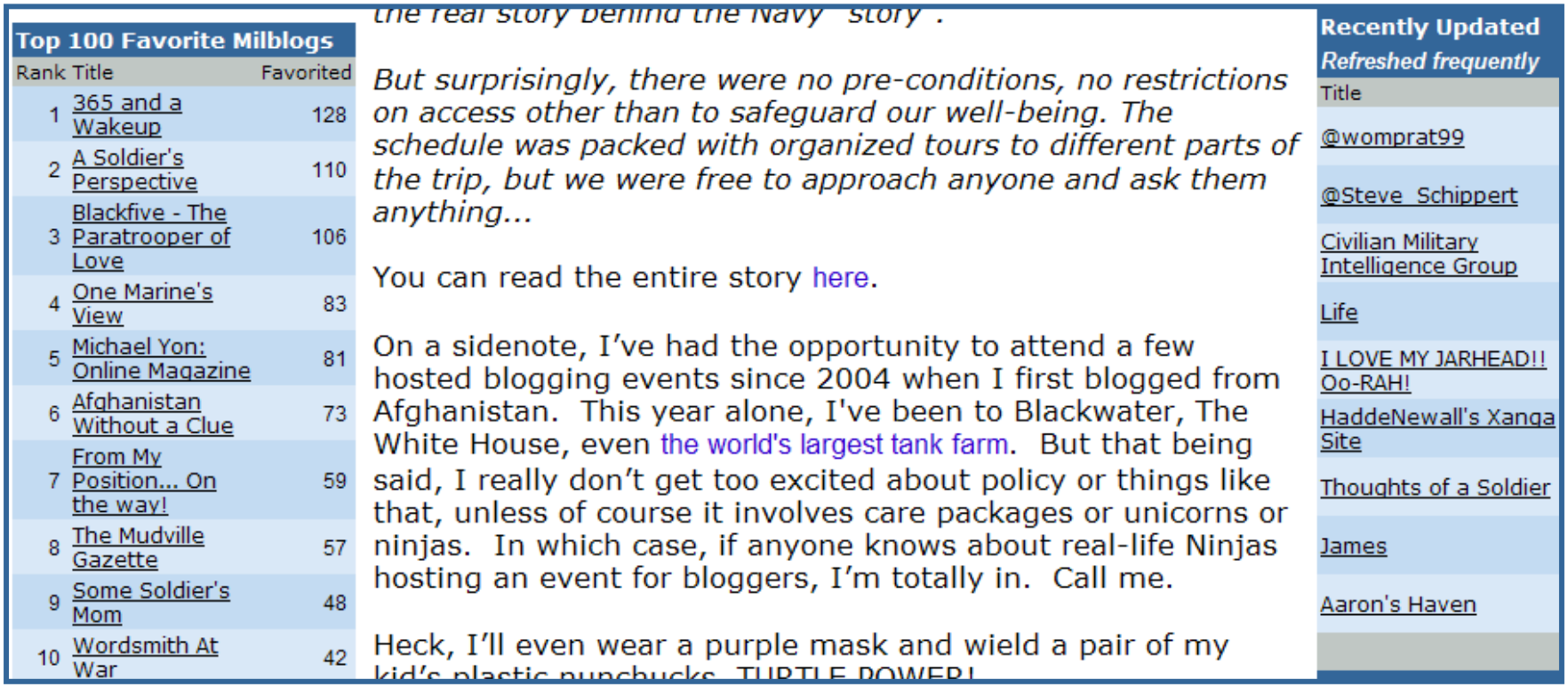
Charles at ***2009-04-07 11:54:1***

It is absolutely essential for the DoD to to service members and their families. in place since 2006 requiring military tre that each MTF pharmacy develop and i dispensing, distributing, and accounting accessibility to Plan B each MTF Comm make certain that patients are able to pharmacists have moral or ethical belie or distributing of Plan B.

"...If a woman is sexually assaulted, the emergency contraception takes care of one issue, but what about the risk of STD's or psychological issues stemming from the asault. Without the intervention of a health care professional, many women will have partial care rather than the holistic care we have been advocating."

Milbloggers and Milspouse bloggers

MILblogging.com



Top 100 Favorite Milblogs

Rank	Title	Favorited
1	365 and a Wakeup	128
2	A Soldier's Perspective	110
3	Blackfive - The Paratrooper of Love	106
4	One Marine's View	83
5	Michael Yon: Online Magazine	81
6	Afghanistan Without a Clue	73
7	From My Position... On the way!	59
8	The Mudville Gazette	57
9	Some Soldier's Mom	48
10	Wordsmith At War	42

the real story behind the Navy "story".

But surprisingly, there were no pre-conditions, no restrictions on access other than to safeguard our well-being. The schedule was packed with organized tours to different parts of the trip, but we were free to approach anyone and ask them anything...

You can read the entire story here.

On a sidenote, I've had the opportunity to attend a few hosted blogging events since 2004 when I first blogged from Afghanistan. This year alone, I've been to Blackwater, The White House, even the world's largest tank farm. But that being said, I really don't get too excited about policy or things like that, unless of course it involves care packages or unicorns or ninjas. In which case, if anyone knows about real-life Ninjas hosting an event for bloggers, I'm totally in. Call me.

Heck, I'll even wear a purple mask and wield a pair of my kid's plastic nunchucks. TURTLE POWER!

Recently Updated
Refreshed frequently

Title
@womprat99
@Steve_Schippert
Civilian Military Intelligence Group
Life
I LOVE MY JARHEAD!! Oo-RAH!
HaddeNewall's Xanga Site
Thoughts of a Soldier
James
Aaron's Haven

Twitter is a tool used to communicate brief messages about what you're doing or thinking

- Individuals use Twitter to connect and share information with others, referred to as "followers"
  - Sounding board
  - Ask questions
  - Relay insight
- Organizations use Twitter to complement their customer service, communications, or human capital strategies
  - Promote events, initiatives and resources
  - Obtain feedback
  - Respond to customer concerns, complaints
  - Engage employees
- Commitment to posting frequently and responding in a timely manner

MHS is at twitter.com/healthdotmil

U.S. Air Force

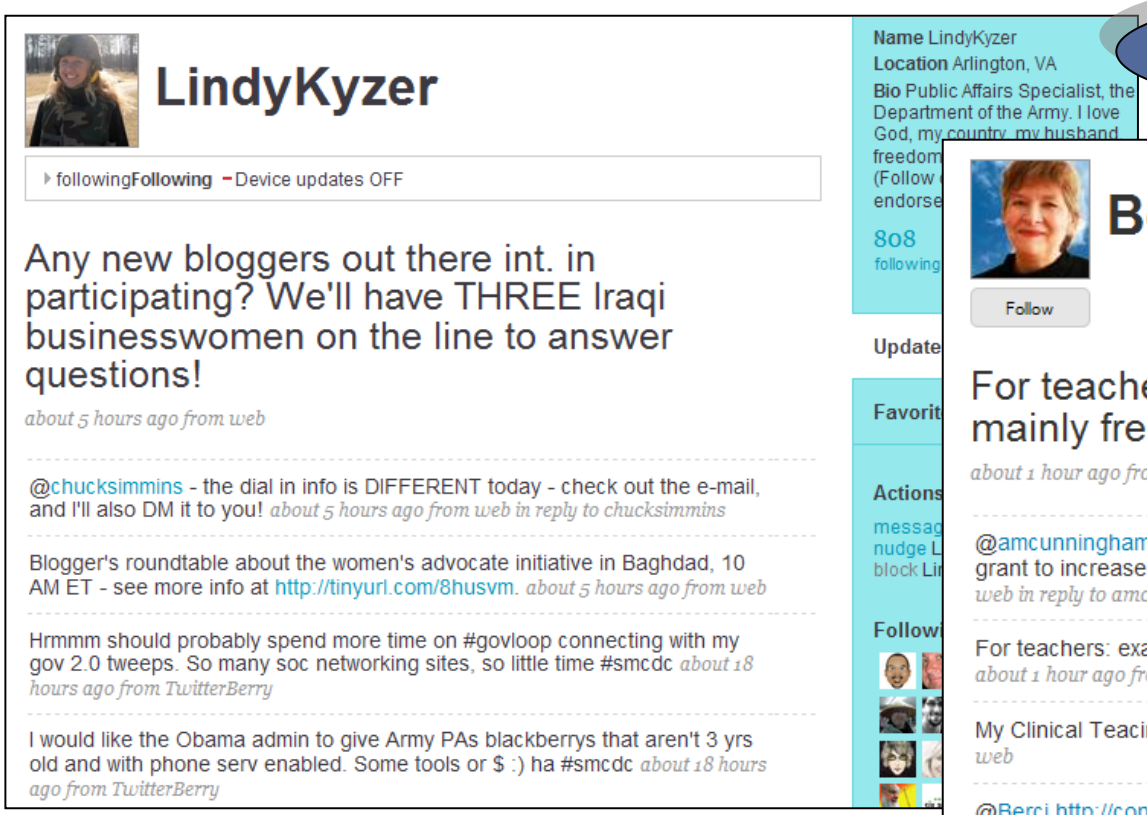
twitter
Home Profile Find
AFPAA
Following followingDevice updates OFF
@USArmy Can't wait to see your new Website. Good luck with the launch.
7 minutes ago from web in reply to USArmy
just briefed 20 Air Force Public Affairs officers that social media tools, like Twitter should be a viable way ahead for them 2 communicate. about 6 hours ago from web
Airmen assist following earthquake in Costa Rica http://ow.ly/3fO 1:50 PM yesterday from BrightKit
US Air Force Band prepares for inaugural Parade--Day 2: Below is the third part of our first-hand accounts of th.. http://tinyurl.com/a7xcbx 3:35 PM Jan 13th from twitterfeed
@kappaluppa The lyrics were loaded up a little while ago. Thanks http://ow.ly/3IK 12:15 PM Jan 13th from BrightKit in reply to kappaluppa

twitter
USArmy
WWW.ARMY.MIL
Following Device updates OFF
SLAM DUNK! Combat Soldiers honored for service w/an opportunity to score against NBA's Shaq in XBOX challenge http://bit.ly/ucabR
about 2 hours ago from web
Reading the daily Stand-To! and learning about U.S. Army Africa http://bit.ly/Ori04
about 3 hours ago from web
[Video] Soldier responds to an accident before ambulance arrives at the scene, weeks later reunites with victim http://bit.ly/1tK0h
12:33 PM yesterday from web
Better education benefits on the horizon for Soldiers http://bit.ly/13SiuF
11:38 AM yesterday from web

U.S. Army

"It would be great to actually see these twitter accounts actually engage in some dialogue; rather than blasting messages, but it's a start." – Britopian Blog

Individuals or “Tweeple” on Twitter


LindyKyzer
followingFollowing – Device updates OFF
Any new bloggers out there int. in participating? We'll have THREE Iraqi businesswomen on the line to answer questions!
about 5 hours ago from web
@chucksimmins - the dial in info is DIFFERENT today - check out the e-mail, and I'll also DM it to you! about 5 hours ago from web in reply to chucksimmins
Blogger's roundtable about the women's advocate initiative in Baghdad, 10 AM ET - see more info at http://tinyurl.com/8husvm. about 5 hours ago from web
Hrmmm should probably spend more time on #govloop connecting with my gov 2.0 tweeps. So many soc networking sites, so little time #smcdc about 18 hours ago from TwitterBerry
I would like the Obama admin to give Army PAs blackberrys that aren't 3 yrs old and with phone serv enabled. Some tools or $:) ha #smcdc about 18 hours ago from TwitterBerry
Name LindyKyzer
Location Arlington, VA
Bio Public Affairs Specialist, the Department of the Army. I love God, my country, my husband, freedom
808

Army Public Affairs

Saskatchewan’s College of Medicine

Bonnycastle
Follow
For teachers:Hundreds of tech tools, mainly free http://tinyurl.com/7d8s88
about 1 hour ago from web
@amcunningham If you are referring to the conference, we recieved a govt. grant to increase community physician teaching skills. about 1 hour ago from web in reply to amcunningham
For teachers: examples of K-12 use of technology http://tinyurl.com/87faam about 1 hour ago from web
My Clinical Teacing Conference http://tinyurl.com/6ts4y4 about 1 hour ago from web
@Berci http://consumersonline.hmsa... I love how radical this is! Online docs as a state initiative. about 2 hours ago from web in reply to Berci
My medical education conference that I'm hosting starts tomorrow. Fear and excitement. about 2 hours ago from web

Podcasts and Vodcasts – Simply online Tivo

- Podcasts and vodcasts maintain the effectiveness and impact of audio and video, while giving your audience the flexibility of e-mail
- Podcasts and vodcasts are audio and video files syndicated and published on the Internet for use on computers or portable media players
- RSS enables the podcasts/vodcasts to be downloaded directly to your media player
- "Time shift" traditionally face-to-face interactions like classes, conferences, television/radio shows, and town hall meetings

Use a Podcast	Use a Blog
Highly mobile audience	Searchable content
Charismatic Spokesperson	Time-sensitive material
Vary current communications activities	Need scannable material
Teaching and tutorials	Visual Material
Archiving speeches and presentations	Want to encourage two-way communication

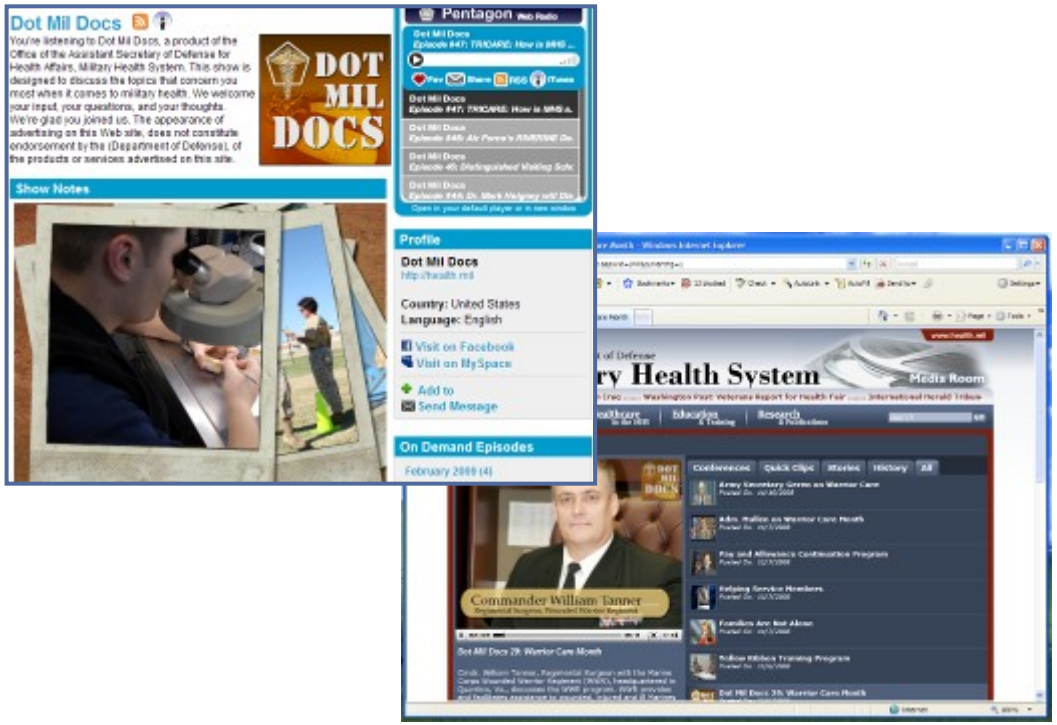
Dot Mil Docs podcast delivers news and information about military health issues

blogtalkradio[sm]

Dot Mil Docs is a weekly live interview show, airing Thursdays at 1500 eastern

3332 Dot Mil Docs downloads during May 2009

- Listeners can access show through multiple channels:
  - Live on blogtalkradio
  - Download from blogtalkradio
  - iTunes
  - Other rss feeds
  - Pentagon Channel
  - Health.mil
- Dozens of military podcasts on blogtalkradio
  - Official from Pentagon
  - Advocates



MILITARY HEALTH SYSTEM (MHS)
Office of Health Affairs

Social Bookmarking

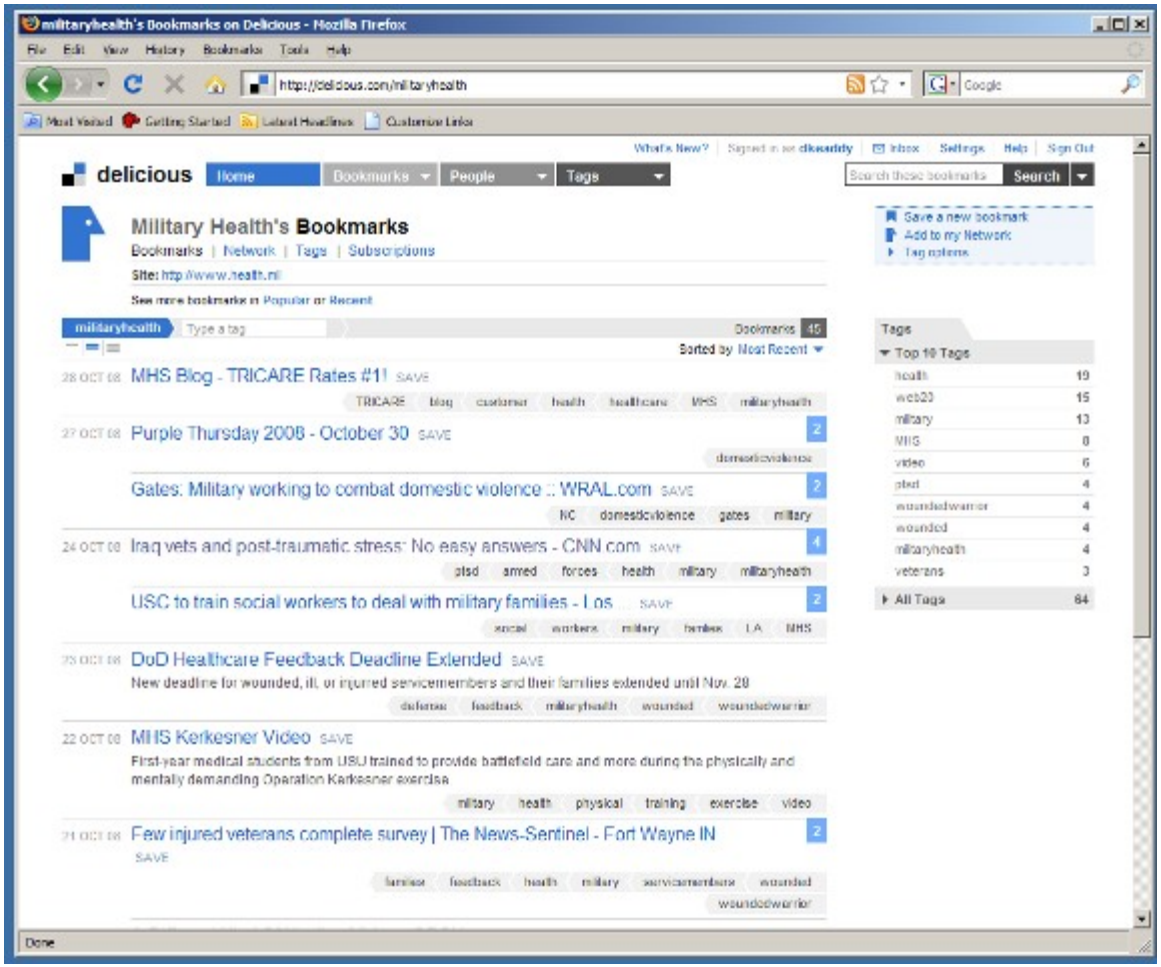
- Social bookmarking is a way for users to store, classify, share and search information
- Takes your bookmarks on your computer and puts them on a web-based tool
  - Accessible from any computer, anywhere
  - Can connect and share information with others more efficiently
  - Can be used to monitor emerging trends and influential sources
- Del.icio.us and Digg - most popular social bookmarking services
- Tag favorite sites using keywords, view the most “tagged” sites, and view other users’ tagged sites

URL bookmarks shared on MHS Delicious page

delicious
social bookmarking

MHS Delicious Page

- Established MHS page on Delicious social bookmarking Web site
- Users can identify their URLs with tags and descriptions


militaryhealth's Bookmarks on Delicious - Mozilla Firefox
delicious
Home
Bookmarks
People
Tags
Search
Military Health's Bookmarks
Bookmarks | Network | Tags | Subscriptions
militaryhealth
Bookmarks 45
Sorted by Most Recent
MHS Blog - TRICARE Rates #11 SAVE
Purple Thursday 2008 - October 30 SAVE
Gates: Military working to combat domestic violence :: WRAL.com SAVE
Iraq vets and post-traumatic stress: No easy answers - CNN.com SAVE
USC to train social workers to deal with military families - Los SAVE
DoD Healthcare Feedback Deadline Extended SAVE
New deadline for wounded, ill, or injured servicemembers and their families extended until Nov. 29
MHS Kerkesner Video SAVE
First-year medical students from USU trained to provide battlefield care and more during the physically and mentally demanding Operation Kerkesner exercise
Few injured veterans complete survey | The News-Sentinel - Fort Wayne IN SAVE
Tags
Top 10 Tags
All Tags 84
Done

Social Networking

- Social networking allows an organization to create an interconnected community
- Social networking is more than MySpace and Facebook
  - LinkedIn
  - EON
  - Damnmedics.com
  - NavyforMoms.com

Top Six Ways to Use Social Networking
External Communications
Customer support
Locating expertise
Change management
Knowledge management/Collaboration
Recruiting

- Most companies and government agencies are using social networking applications as a recruiting tool, but internal usage is increasing as well

MHS Facebook page created to engage stakeholders, deliver news and connect friends

facebook

MHS Facebook Page

- MHS Facebook page account created to engage MHS constituents
- The page is open, allowing users to comment and engage in discussion with each other and the MHS
- Facebook is the largest social networking Web site in the world (132 million unique visitors per month)

57% of the 475 million people online have joined a social networking site

Small hands, Big hearts
MILITARY CHILD MONTH
Edit Page
Send an Update to Fans
Promote Page with an Ad
More
The Military Health System mission is to provide optimal Health Services in support of our nation's military mission —anytime, anywhere. The appearance of advertising on this Web site does not constitute endorsement, by the Department of Defense
Information
Founded:
1949
Fans
6 of 42 fans
See All
Military Health Read Dr. Casscells' impressions of his visit to the Mayo Clinic at http://www.health.mil/MHSBlog/Article.aspx?ID=525
Wall
Info
RSS/Blog
My Stuff
Boxes
Events
What's on your mind?
Share
Military Health
Just Fans
Settings
Military Health There are many ways to be a hero, preventing sexual assault is one of them.
Remove
Sexual Assault Awareness is Your Duty
Length: 0:31
9:26am · Comment · Unlike · Share
You like this.
Write a comment...
Comment
Military Health Read Dr. Casscells' impressions of his visit to the Mayo Clinic at http://www.health.mil/MHSBlog/Article.aspx?ID=525
Fri 2:34pm · Comment · Like

Video sharing

MILITARY HEALTH SYSTEM
health.mil
Department of Defense
MHS
Videos | Favorites | Playlists | Groups | Friends | Subscribers | Subscriptions
MilitaryHealth
Subscribe
MilitaryHealth
Joined: February 06, 2008
Last Sign In: 4 days ago
Subscribers: 21
Channel Views: 1,436
The Military Health System mission is to provide optimal Health Services in support of our nations military mission—anytime, anywhere.
Name: militaryhealth
The Military Health System mission is to provide optimal Health Services in support of our nations military mission—anytime, anywhere.
Country: United States
Website: http://www.health.mil
Stay Healthy.
Stay Strong.
MEN'S HEALTH MONTH
0:02 / 4:29
HQ
Therapy Dogs Help Wounded Warriors Heal
From: MilitaryHealth
Views: 32
Welcome to the Military Health System
The Military Health System mission is to provide optimal Health Services in support of our nations military mission—anytime, anywhere.

Photo sharing

Fathers Day E-Cards

Thumbnails | Detail | Comments

flickr

Access at health.mil/menshealth

Virtual Worlds

- A new level of virtual engagement offering unique marketing, communications/ awareness, training, and stakeholder relationship opportunities
- Usually represented in the form of two or three-dimensional graphical representations
- Can be used by anyone anywhere – educational institutions, businesses, government entities and everyday people

Business Applications of Virtual Worlds
Focus groups
Wargaming/exercises/ training
Health care
Recruiting/Interviews
Networking and meeting opportunities globally in real-time
Marketing and awareness opportunities

Additional Resources

- Social Media Hub at www.health.mil/connect
- US Air Force New Media Guide:
- MHS Group on GovLoop.com
  - A social network for government employees
- Key Contacts:
  - Matt Bado (bado_matthew@bah.com)
  - Anne Marie Felicio (Annemarie.Felicio@tma.osd.mil)